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THE DETERMINANT FACTORS OF MUSLIMS AWARENESS
ON HALAL COSMETIC PRODUCTS AMONG KUIPs'
STUDENTS

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MASTER OF ISLAMIC BUSINESS STUDIES
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COSMETIC PRODUCTS AMONG KUIPs' STUDENTS

By

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UUM
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Master of Islamic Business Studies**



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ABSTRACT

The growth of population is rapidly increase as well as the demand of *Halal* product in market. But, *Halal* cosmetic products is still new in the market. Islam command every Muslims to eat, drink and use a *Halal* product which clean, safe and not harmful. The issues related to *Halal* certificate or *Halal* logo, harmful ingredients, and high price of *Halal* cosmetic product raised among consumer of *Halal* cosmetic products. Hence, the objective of this research is to identify the awareness of youth and examine the factors that influence the most on Muslims awareness towards *Halal* cosmetic products. This study used quantitative method with 250 respondents among Muslim students in Kolej Universiti Islam Perlis (KUIPs). The result was analyzed using SPSS version 22 where Kolej Universiti Islam Perlis (KUIPs) student are aware on *Halal* cosmetic products and there is one variable that has a significant influences toward awareness on *Halal* cosmetic products which is an attitude. Then, this study will be a guideline and reference for the future research due to the scarcity of sources in this topic.

Keywords: Awareness, *Halal* Cosmetic Products, Religiosity, Attitude, Social Influence, Knowledge and Muslim Students.



ABSTRAK

Peningkatan populasi masyarakat yang pesat dapat meningkatkan permintaan terhadap produk Halal di pasaran. Namun, produk kosmetik Halal masih baru di pasaran. Islam menyuruh agar setiap umat-Nya untuk makan, minum dan menggunakan produk Halal yang bersih, selamat dan tidak berbahaya. Terdapat beberapa isu berkaitan produk Halal seperti sijil Halal atau logo Halal, bahan-bahan berbahaya, dan harga yang tinggi untuk produk kosmetik Halal yang dibangkitkan dalam kalangan pengguna produk kosmetik Halal. Oleh itu, objektif kajian ini adalah untuk mengenal pasti kesedaran belia dan mengkaji faktor-faktor yang paling mempengaruhi kesedaran orang Islam terhadap produk kosmetik Halal. Kajian ini menggunakan kaedah kuantitatif dengan 250 responden di kalangan pelajar Islam di Kolej Universiti Islam Perlis (KUIPs). Hasilnya dianalisis dengan menggunakan SPSS versi 22 di mana pelajar KUIPs sedar tentang produk kosmetik Halal dan terdapat satu pembolehubah yang mempunyai pengaruh penting terhadap kesedaran mengenai produk kosmetik Halal iaitu sikap. Kemudian, kajian ini akan menjadi garis panduan dan rujukan bagi penyelidikan akan datang kerana sumber mengenai topik ini adalah terhad.

Kata Kunci: Kesedaran, Produk Kosmetik Halal, Religiositi, Sikap, Pengaruh Sosial, Pengetahuan dan Pelajar Muslim.



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LIST OF ABBREVIATIONS

KUIPs	Kolej Universiti Islam Perlis
UUM	Universiti Utara Malaysia
IBS	Islamic Business School
MIBS	Master of Islamic Business Studies
SPSS	Statistical Package for Social Science
GIER	Global Islamic Economics Report
JAKIM	<i>Jabatan Kemajuan Islam Malaysia</i>
KKM	<i>Kementerian Kesihatan Malaysia</i>
IV	Independent Variable
DV	Dependent Variable
ANOVA	Analysis of Variance
IMP3	3 rd Industrial Master Plan
HDC	Halal Industry Development Corporation



CHAPTER ONE

INTRODUCTION

This research paper will discuss about the determinant factors of awareness on *Halal* cosmetic products among Kolej Universiti Islam Perlis (KUIPs) students. The first chapter, this research will discuss the overall overview about the main topic (*Halal*) and the background of *Halal* cosmetic products. Second, it will addressed about the research problem, questions, objectives, significance of study, scope and limitation of study as well as organization of study towards this research report.

1.0 Introduction

Islam is a perfect (*Syumul*) and complete religion based on the *al-Quran* and *al-Hadith* which encompasses every aspect of human life, whether from small to big things, that is not only related to Allah S.W.T, but also includes the relationship between humans and other creatures. Islam instructs to obey the command of Allah S.W.T and abandon His prohibitions as mentioned in the *al-Qur'an* which means:

"O you who have believed, obey Allah and obey the Messenger and do not invalidate your deeds."

(al-Muhammad: 33)

Shaykh Abdulrahman As-Sa'di in the book of *Taisir Karimirrahman* (789) has explained that Allah S.W.T commands the Mu'minin with a thing that makes faith perfect and can create happiness for them in the world and hereafter, obeying Allah S.W.T and His Messenger in matters of religion or in the matters of the branch. The word "obey" here means to carry out every single ordered and keep away from what is prohibited in accordance with its demands with perfect sincerity and follow-up.

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APPENDIXES

APPENDIX A **(Questionnaires)**

APPENDIX B **(Reliability Test)**

APPENDIX C **(Factor Analysis)**

APPENDIX D **(Test of Frequency)**

APPENDIX E **(Descriptive Statistic)**

APPENDIX F **(Normality Test)**

APPENDIX G **(Test of Differences)**

APPENDIX H **(Pearson Correlation)**

APPENDIX I **(Multiple Regression)**

APPENDIX A

(Questionnaires)





No. of respondent:

Date:

UNIVERSITI UTARA MALAYSIA
OTHMAN YEOP ABDULLAH GRADUATES SCHOOL OF BUSINESS
POST GRADUATES PROGRAM

Dear valued respondents,

I am a student of **Master in Islamic Business Studies**, Universiti Utara Malaysia (UUM). As one of the university's requirement, I am doing a research which the title is "The Determinant Factors of Muslims Awareness on Halal Cosmetic Products among Students of KUIPs".

Cosmetics are classified into following categories:

- Skincare
- Body and Oral Care Cosmetic
- Makeup
- Hair Care
- Fragrance

This questionnaire is divided into two (6) section, namely:

Section A	Respondent's background
Section B	Muslims Awareness on Halal Cosmetic Products
Section C	Religiosity
Section D	Attitude
Section E	Social Influence
Section F	Knowledge

All of the information and respondents identity will be kept strictly confidential and will be used for academic purpose only. Thank you very much for your time and cooperation.

Thank you.

Sincerely,

(NURBALKIS FAIRUZ BINTI RAMLI)

Master in Islamic Business Studies

Islamic Business School

Universiti Utara Malaysia

SECTION A: RESPONDENT'S BACKGROUND/ BAHAGIAN A: LATAR BELAKANG

Instruction: This section will ask you on demographic information. Please tick (✓) your answer.

Arahan: Bahagian ini akan mengkaji maklumat demografi anda. Sila tandakan (✓) jawapan anda.

RESPONDEN

1. **Gender /Jantina**

<input type="checkbox"/>	Male / Lelaki
<input type="checkbox"/>	Female / Perempuan

2. **Age / Umur**

<input type="checkbox"/>	18 – 20 years / 18 - 20 tahun
<input type="checkbox"/>	21 – 25 years / 21 – 25 tahun
<input type="checkbox"/>	26 – 30 years / 26 – 30 tahun
<input type="checkbox"/>	31 – 35 years / 31 – 35 tahun

3. **Education Level /
Tahap Pendidikan Tertinggi**

<input type="checkbox"/>	Foundation / Asasi
<input type="checkbox"/>	Diploma / Diploma
<input type="checkbox"/>	Bachelor Degree / Sarjana Muda

4. **Status / Taraf**

<input type="checkbox"/>	Single / Bujang
<input type="checkbox"/>	Married / Berkahwin

5. **Family Income Level /
Tahap Pendapatan Keluarga**

<input type="checkbox"/>	Below RM 2000 / Dibawah RM 2000
<input type="checkbox"/>	RM 2001 – RM 3000
<input type="checkbox"/>	RM 3001 – RM 4000
<input type="checkbox"/>	RM 4001 – RM 5000

Please circle your answer according to the scale outline below
 sila bulatkan jawapan anda berdasarkan skala di bawah.

Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neither disagree or agree Sama ada tidak setuju atau setuju	Agree Setuju	Strongly Agree Sangat Setuju
1	2	3	4	5

SECTION B: MUSLIMS AWARENESS ON HALAL COSMETIC PRODUCTS

BAHAGIAN B: KESEDARAN MUSLIM PADA PRODUK KOSMETIK HALAL

1.	I am aware of the importance of using Halal cosmetics/ personal care products in daily life. <i>Saya sedar akan kepentingan penggunaan produk kosmetik/ penjagaan diri Halal dalam kehidupan seharian.</i>	1	2	3	4	5
2.	I will not purchase or use a product if I have doubt with the ingredients. <i>Saya tidak akan membeli atau menggunakan sesuatu produk jika saya mempunyai keraguan dengan ramuan-ramuannya.</i>	1	2	3	4	5
3.	I am aware that Halal cosmetics/ personal care products are expensive due to its quality. <i>Saya sedar bahawa produk kosmetik/penjagaan diri Halal adalah mahal kerana kualitinya.</i>	1	2	3	4	5
4.	I am willing to use Halal cosmetics/ personal care products even if the sales promoter promotes the conventional products. <i>Saya bersedia untuk menggunakan produk kosmetik/ penjagaan diri Halal walaupun promoter jualan mengesyorkan produk konvensional</i>	1	2	3	4	5
5.	Every time I purchase Halal cosmetic/ personal care products, I always make sure that it has been verified by Halal authorities. <i>Setiap kali saya membeli produk kosmetik / penjagaan diri Halal, saya sentiasa pastikan ia telah disahkan oleh pihak berkuasa Halal.</i>	1	2	3	4	5

SECTION C: RELIGIOSITY

BAHAGIAN C: KEAGAMAAN

1.	I regularly perform prayer five times a day. <i>Saya kerap menunaikan solat lima kali sehari.</i>	1	2	3	4	5
2.	I regularly fast in the month of Ramadhan. <i>Saya kerap berpuasa di bulan Ramadhan.</i>	1	2	3	4	5
3.	I often read religious books and magazines. <i>Saya selalu membaca buku-buku dan majalah-majalah keagamaan.</i>	1	2	3	4	5
4.	I regularly recite the Holy Quran. <i>Saya sering membaca Al-Quran.</i>	1	2	3	4	5
5.	I often watch religious programmes on TV. <i>Saya selalu menonton rancangan keagamaan di TV.</i>	1	2	3	4	5
6.	I always try to avoid minor and major sin. <i>Saya sentiasa cuba menghindari dari melakukan dosa kecil dan besar.</i>	1	2	3	4	5

SECTION D: ATTITUDE
BAHAGIAN D: SIKAP

1.	I prefer to choose Halal cosmetic/ personal care products. <i>Saya lebih suka memilih produk kosmetik/ penjagaan diri Halal.</i>	1	2	3	4	5
2.	I always look for the Halal label when I purchase Halal cosmetic/ personal care products. <i>Saya sentiasa mencari label Halal ketika saya membeli produk kosmetik/ penjagaan diri Halal.</i>	1	2	3	4	5
3.	Halal cosmetic/ personal care products are important. <i>Produk kosmetik/ penjagaan diri Halal adalah penting.</i>	1	2	3	4	5
4.	Using Halal cosmetic/ personal care products is from my own choice. <i>Menggunakan produk kosmetik/penjagaan diri Halal adalah daripada pilihan saya sendiri.</i>	1	2	3	4	5
5.	Most people who are close to me use Halal cosmetic/ personal care products. <i>Kebanyakan orang yang rapat dengan saya menggunakan produk kosmetik/ penjagaan diri Halal.</i>	1	2	3	4	5

SECTION E: SOCIAL INFLUENCE
BAHAGIAN E: PENGARUH SOCIAL

1.	Most people around me use halal cosmetics/personal care products. <i>Kebanyakan orang di sekeliling saya menggunakan produk kosmetik/ penjagaan diri Halal.</i>	1	2	3	4	5
2.	In choosing cosmetics/personal care products, I would like to follow my friends' choices. <i>Dalam memilih produk kosmetik/ penjagaan diri, saya lebih gemar mengikut pilihan kawan-kawan saya.</i>	1	2	3	4	5
3.	I choose Halal cosmetics/personal care products based on recommendations from friends and relatives. <i>Saya memilih produk kosmetik/ penjagaan diri Halal berdasarkan cadangan daripada rakan dan saudara mara.</i>	1	2	3	4	5
4.	People who I respect could influence me to use Halal cosmetics/ personal care products. <i>Orang yang saya hormati dapat mempengaruhi saya untuk menggunakan produk kosmetik/ penjagaan diri Halal.</i>	1	2	3	4	5

SECTION F: KNOWLEDGE
BAHAGIAN F: PENGETAHUAN

1.	I understand Islamic laws of Halal and Haram for cosmetic/ personal care products. <i>Saya memahami undang-undang Islam berkaitan Halal dan Haram untuk produk kosmetik/ penjagaan diri.</i>	1	2	3	4	5
2.	I feel that I have sufficient knowledge of which cosmetic products are forbidden by Islam. <i>Saya rasa saya mempunyai pengetahuan yang mencukupi tentang produk kosmetik yang dilarang oleh Islam.</i>	1	2	3	4	5
3.	I have enough knowledge to differentiate between permissible and forbidden stuffs. <i>Saya mempunyai pengetahuan yang cukup untuk membezakan antara perkara yang dibenarkan dan dilarang.</i>	1	2	3	4	5
4.	I know about the current issues regarding ingredients such as E471 and E472 (gelatine) in the cosmetic products. <i>Saya tahu tentang isu semasa mengenai ramuan-ramuan seperti E471 dan E472 (lemak babi) dalam produk-produk kosmetik.</i>	1	2	3	4	5
5.	I know the difference between Halal certification for products and Halal certification for premises. <i>Saya tahu perbezaan antara pensijilan Halal untuk produk dan pensijilan Halal untuk premis.</i>	1	2	3	4	5



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APPENDIX B

(Reliability test)



A. Reliability for Awareness

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.847	5

Item Statistics

	Mean	Std. Deviation	N
I am aware of the importance of using Halal cosmetics/ personal care products in daily life.	4.3250	.82858	40
I will not purchase or use a product if I have doubt with the ingredients.	4.3250	.85896	40
I am aware that Halal cosmetics/ personal care products are expensive due to its quality.	4.1000	.81019	40
I am willing to use Halal cosmetics/ personal care products even if the sales promoter promotes the conventional products.	3.8500	.92126	40
Every time I purchase Halal cosmetic/ personal care products, I always make sure that it has been verified by Halal authorities.	4.2500	.89872	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I am aware of the importance of using Halal cosmetics/ personal care products in daily life.	16.5250	8.051	.613	.518	.828
I will not purchase or use a product if I have doubt with the ingredients.	16.5250	7.435	.735	.618	.795
I am aware that Halal cosmetics/ personal care products are expensive due to its quality.	16.7500	8.397	.546	.351	.844
I am willing to use Halal cosmetics/ personal care products even if the sales promoter promotes the conventional products.	17.0000	7.692	.602	.493	.833
Every time I purchase Halal cosmetic/ personal care products, I always make sure that it has been verified by Halal authorities.	16.6000	7.015	.797	.681	.777

B. Reliability Test for Religiosity

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.684	.676	6

Item Statistics

	Mean	Std. Deviation	N
I regularly perform prayer five times a day.	4.3250	.85896	40
I regularly fast in the month of Ramadhan.	4.5750	.78078	40
I often read religious books and magazines.	3.7750	.65974	40
I regularly recite the Holy Quran.	3.8750	.79057	40
I often watch religious programmes on TV.	3.6250	.83781	40
I always try to avoid minor and major sin.	3.9750	.83166	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I regularly perform prayer five times a day.	19.8250	5.687	.592	.421	.577
I regularly fast in the month of Ramadhan.	19.5750	6.404	.464	.368	.627
I often read religious books and magazines.	20.3750	7.779	.172	.103	.709
I regularly recite the Holy Quran.	20.2750	6.307	.483	.394	.620
I often watch religious programmes on TV.	20.5250	7.025	.253	.222	.699
I always try to avoid minor and major sin.	20.1750	5.994	.531	.301	.602



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C. Reliability Test for Attitude

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

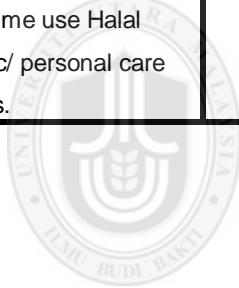
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.857	.859	5

Item Statistics

	Mean	Std. Deviation	N
I prefer to choose Halal cosmetic/ personal care products.	4.2250	.86194	40
I always look for the Halal label when I purchase Halal cosmetic/ personal care products.	4.3000	.88289	40
Halal cosmetic/ personal care products are important.	4.4750	.87669	40
Using Halal cosmetic/ personal care products is from my own choice.	4.3750	.74032	40
Most people who are close to me use Halal cosmetic/ personal care products.	3.9750	.91952	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I prefer to choose Halal cosmetic/ personal care products.	17.1250	7.394	.764	.663	.803
I always look for the Halal label when I purchase Halal cosmetic/ personal care products.	17.0500	7.126	.809	.686	.790
Halal cosmetic/ personal care products are important.	16.8750	6.984	.856	.774	.777
Using Halal cosmetic/ personal care products is from my own choice.	16.9750	8.640	.582	.445	.849
Most people who are close to me use Halal cosmetic/ personal care products.	17.3750	8.702	.401	.227	.898



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D. Reliability Test for Social Influence

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.707	.705	4

Item Statistics

	Mean	Std. Deviation	N
Most people around me use halal cosmetics/personal care products.	3.7750	.89120	40
In choosing cosmetics/personal care products, I would like to follow my friends' choices.	3.2000	1.06699	40
I choose Halal cosmetics/personal care products based on recommendations from friends and relatives.	3.8000	.91147	40
People who I respect could influence me to use Halal cosmetics/ personal care products.	3.9250	1.02250	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Most people around me use halal cosmetics/personal care products.	10.9250	5.404	.462	.260	.663
In choosing cosmetics/personal care products, I would like to follow my friends' choices.	11.5000	4.462	.557	.334	.602
I choose Halal cosmetics/personal care products based on recommendations from friends and relatives.	10.9000	5.579	.395	.195	.699
People who I respect could influence me to use Halal cosmetics/ personal care products.	10.7750	4.589	.566	.325	.597

E. Reliability Test for Knowledge

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.648	.650	5

Item Statistics

	Mean	Std. Deviation	N
I understand Islamic laws of Halal and Haram for cosmetic/ personal care products.	4.5000	.71611	40
I feel that I have sufficient knowledge of which cosmetic products are forbidden by Islam.	4.0000	.78446	40
I have enough knowledge to differentiate between permissible and forbidden stuffs.	4.2750	.71567	40
I know about the current issues regarding ingredients such as E471 and E472 (gelatine) in the cosmetic products.	4.0500	.84580	40
I know the difference between Halal certification for products and Halal certification for premises.	3.9500	.87560	40

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I understand Islamic laws of Halal and Haram for cosmetic/ personal care products.	16.2750	4.410	.520	.321	.544
I feel that I have sufficient knowledge of which cosmetic products are forbidden by Islam.	16.7750	5.461	.112	.115	.721
I have enough knowledge to differentiate between permissible and forbidden stuffs.	16.5000	4.615	.442	.259	.579
I know about the current issues regarding ingredients such as E471 and E472 (gelatine) in the cosmetic products.	16.7250	4.153	.469	.380	.561
I know the difference between Halal certification for products and Halal certification for premises.	16.8250	3.943	.511	.360	.537

APPENDIX C

(Factor Analysis)



Universiti Utara Malaysia

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.625
Bartlett's Test of Sphericity	Approx. Chi-Square
	654.599
	df
	300
	Sig.
	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	8.248	32.992	32.992	8.248	32.992	32.992	7.392
2	3.105	12.422	45.414	3.105	12.422	45.414	2.234
3	2.222	8.889	54.303	2.222	8.889	54.303	2.534
4	1.710	6.842	61.145	1.710	6.842	61.145	3.692
5	1.273	5.092	66.237	1.273	5.092	66.237	3.368
6	1.179	4.715	70.952	1.179	4.715	70.952	2.574
7	.978	3.913	74.865				
8	.894	3.576	78.440				
9	.832	3.327	81.768				
10	.711	2.846	84.614				
11	.640	2.561	87.175				
12	.600	2.400	89.575				
13	.475	1.900	91.475				
14	.435	1.741	93.216				
15	.321	1.284	94.500				
16	.306	1.226	95.726				
17	.233	.930	96.656				
18	.219	.875	97.531				
19	.194	.776	98.307				
20	.139	.555	98.862				
21	.099	.396	99.258				
22	.071	.285	99.543				
23	.047	.188	99.731				
24	.039	.155	99.887				
25	.028	.113	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

APPENDIX D

(Test of Frequency)



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A. Frequency Table for Gender

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	145	58.0	58.0	58.0
	FEMALE	105	42.0	42.0	100.0
	Total	250	100.0	100.0	

B. Frequency Table for Age

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BELOW 20 YEARS	118	47.2	47.2	47.2
	21-25 YEARS	100	40.0	40.0	87.2
	26-30 YEARS	29	11.6	11.6	98.8
	ABOVE 31 YEARS	3	1.2	1.2	100.0
	Total	250	100.0	100.0	

C. Frequency Table for Education Level

EDU.LEVEL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FOUNDATION	34	13.6	13.6	13.6
	DIPLOMA	137	54.8	54.8	68.4
	BACHELOR'S DEGREE	79	31.6	31.6	100.0
	Total	250	100.0	100.0	

D. Frequency Table for Status

		STATUS			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SINGLE	246	98.4	98.4	98.4
	MARRIED	4	1.6	1.6	100.0
	Total	250	100.0	100.0	

E. Frequency Table for Family Income Level

		FAM.INC.LEVEL			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BELOW RM2000	123	49.2	49.2	49.2
	RM2001-RM3000	56	22.4	22.4	71.6
	RM3001-RM4000	35	14.0	14.0	85.6
	RM4001-RM5000	29	11.6	11.6	97.2
	ABOVE RM5001	7	2.8	2.8	100.0
	Total	250	100.0	100.0	

APPENDIX E

(Descriptive Statistic)



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Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
MA	250	1.80	5.00	4.1544	.56398	-1.015	.154	2.210	.307
R	250	2.67	5.00	4.1560	.49145	-.298	.154	-.228	.307
A	250	1.80	5.00	4.2680	.56994	-1.014	.154	1.747	.307
SI	250	1.25	5.00	3.7750	.75359	-.890	.154	1.027	.307
K	250	2.00	5.00	4.1120	.52711	-.416	.154	.542	.307
Valid N (listwise)	250								

APPENDIX F

(Normality test)



1. Muslims Awareness on Halal Cosmetic Products

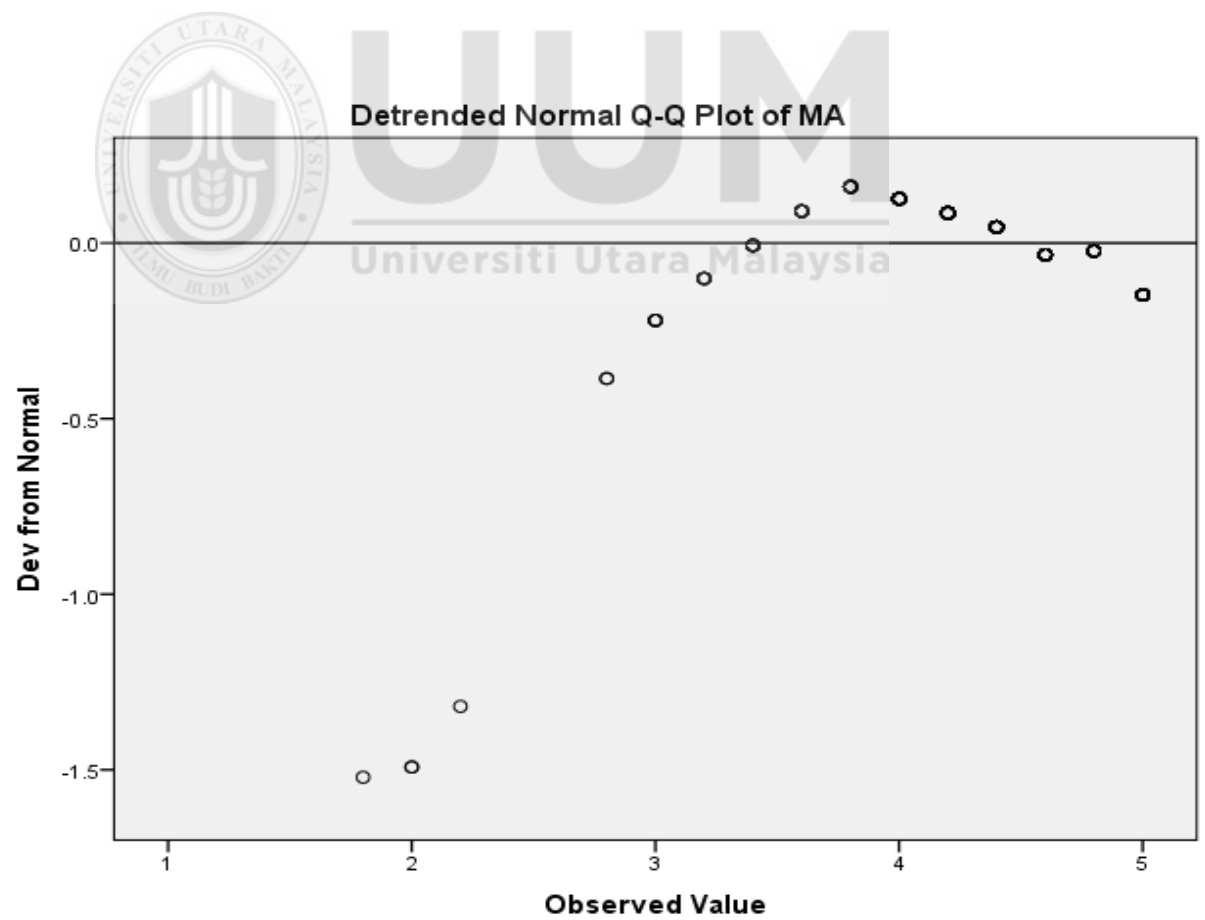
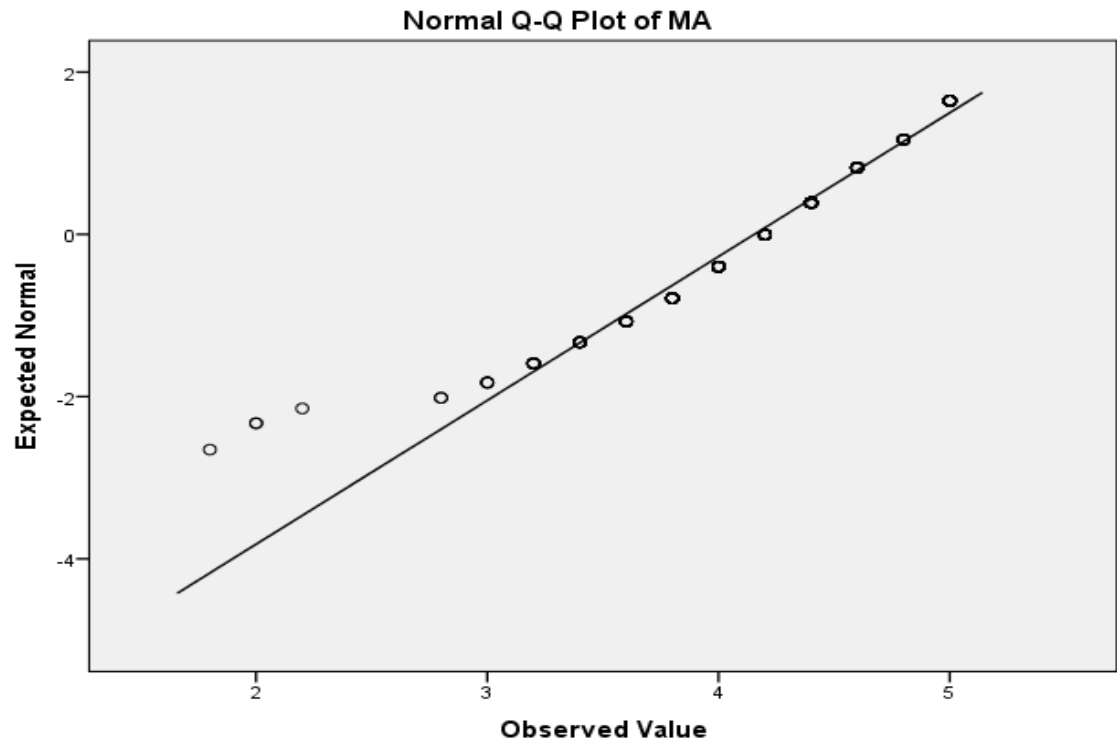
Descriptives

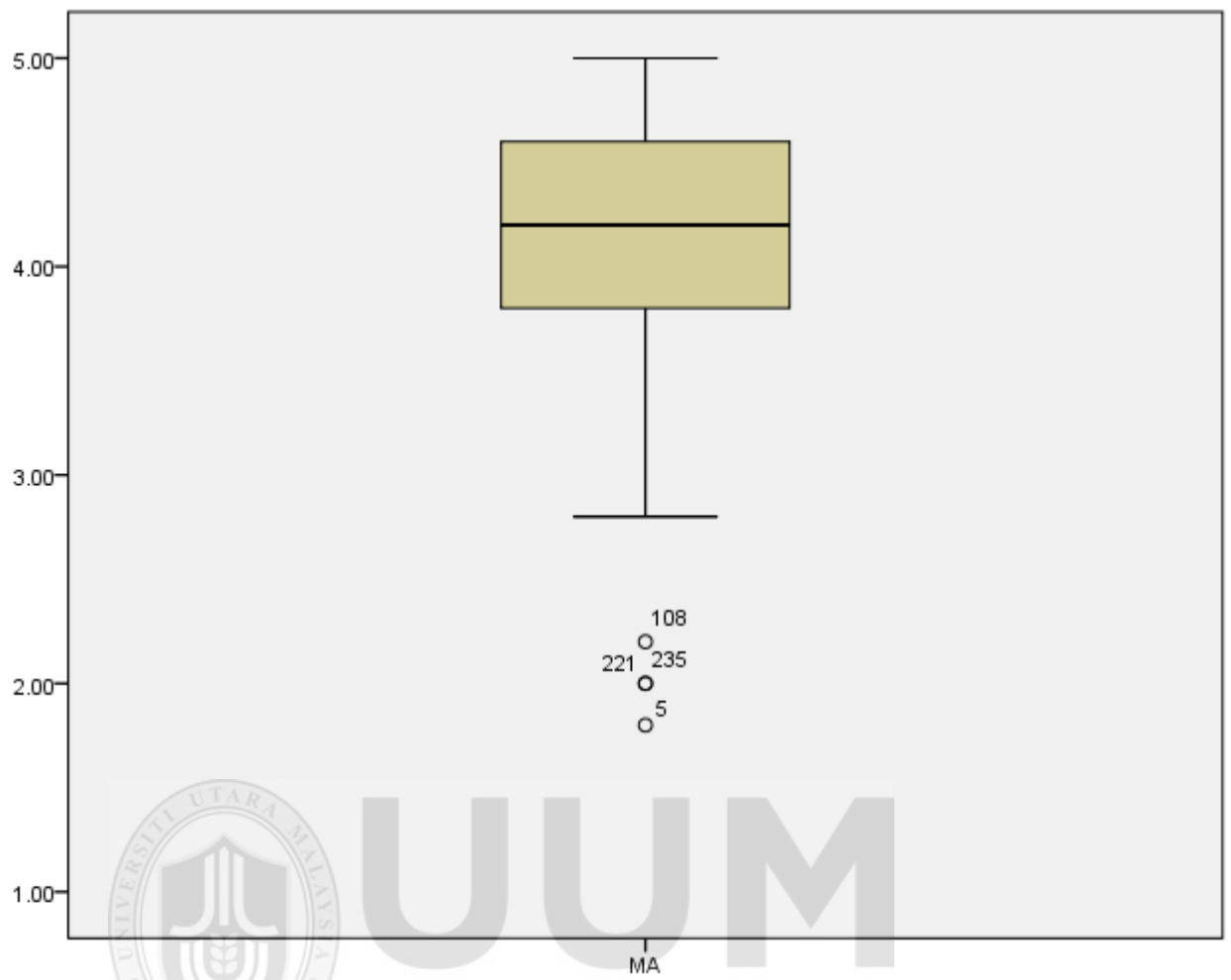
			Statistic	Std. Error
MA	Mean		4.1544	.03567
	95% Confidence Interval for Mean	Lower Bound	4.0841	
		Upper Bound	4.2247	
	5% Trimmed Mean		4.1889	
	Median		4.2000	
	Variance		.318	
	Std. Deviation		.56398	
	Minimum		1.80	
	Maximum		5.00	
	Range		3.20	
	Interquartile Range		.80	
	Skewness		-1.015	.154
	Kurtosis		2.210	.307

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
MA	.132	250	.000	.930	250	.000

a. Lilliefors Significance Correction





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2. Religiosity

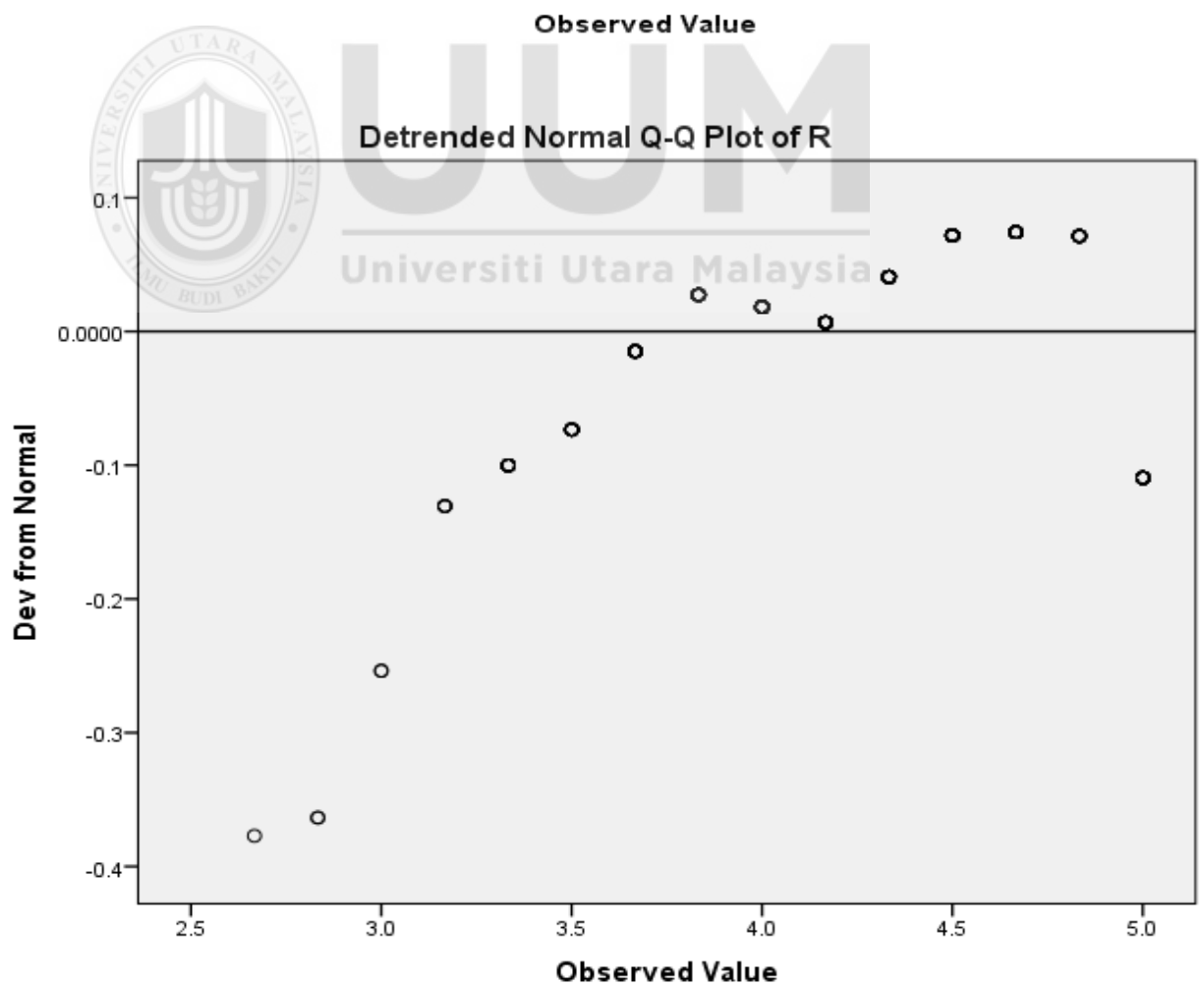
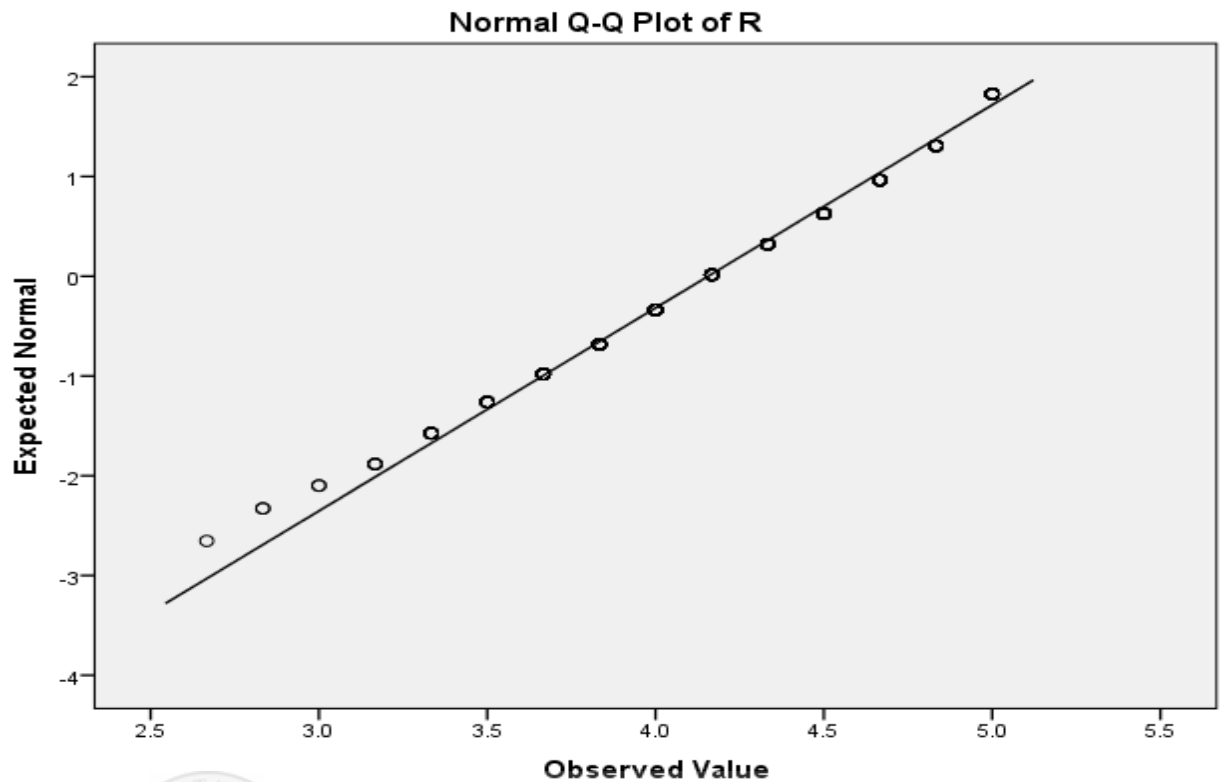
Descriptives

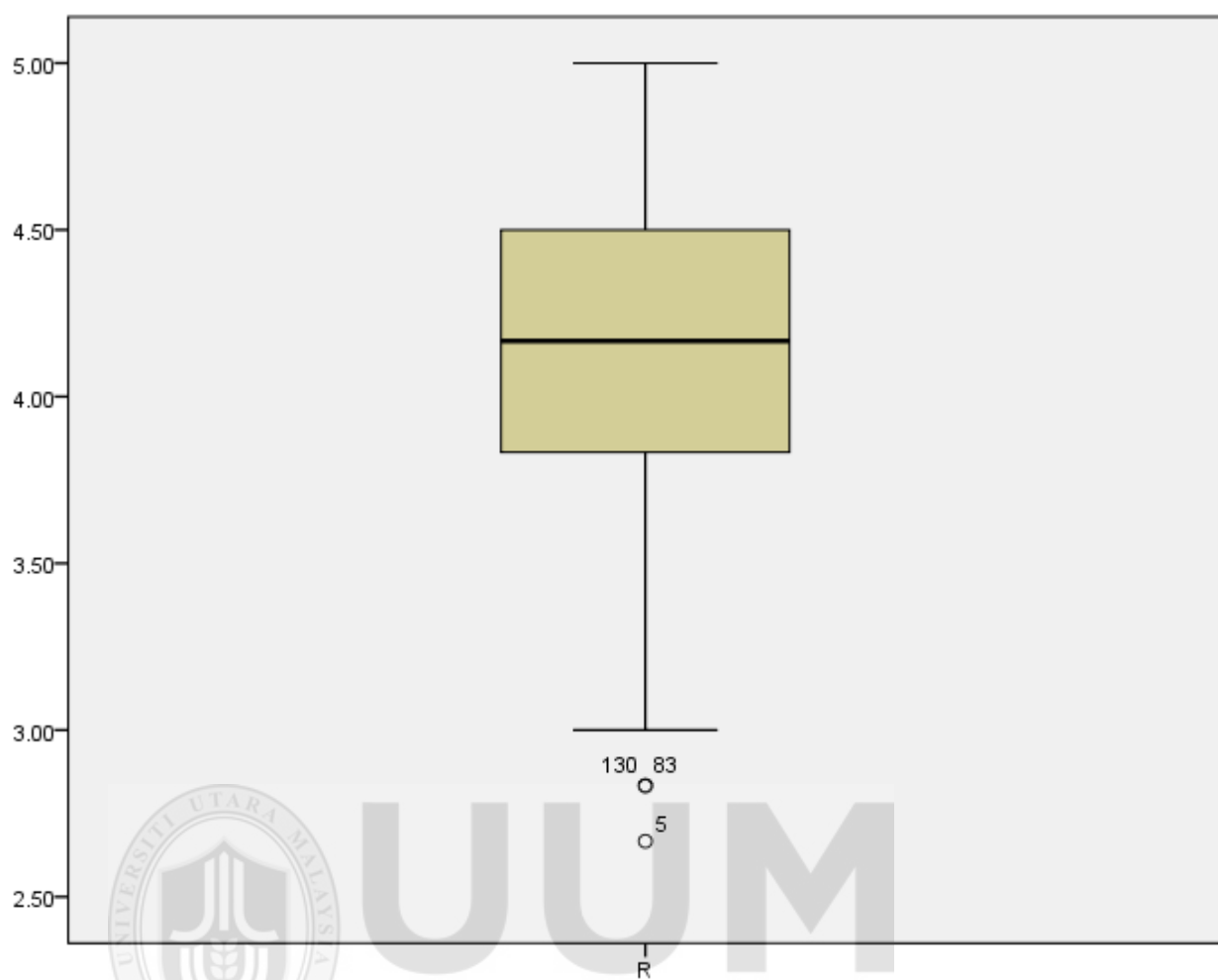
		Statistic	Std. Error
R	Mean	4.1560	.03108
	95% Confidence Interval for Mean	Lower Bound 4.0948 Upper Bound 4.2172	
	5% Trimmed Mean	4.1681	
	Median	4.1667	
	Variance	.242	
	Std. Deviation	.49145	
	Minimum	2.67	
	Maximum	5.00	
	Range	2.33	
	Interquartile Range	.67	
	Skewness	-.298	.154
	Kurtosis	-.228	.307

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
R	.079	250	.001	.975	250	.000

a. Lilliefors Significance Correction





3. Attitude

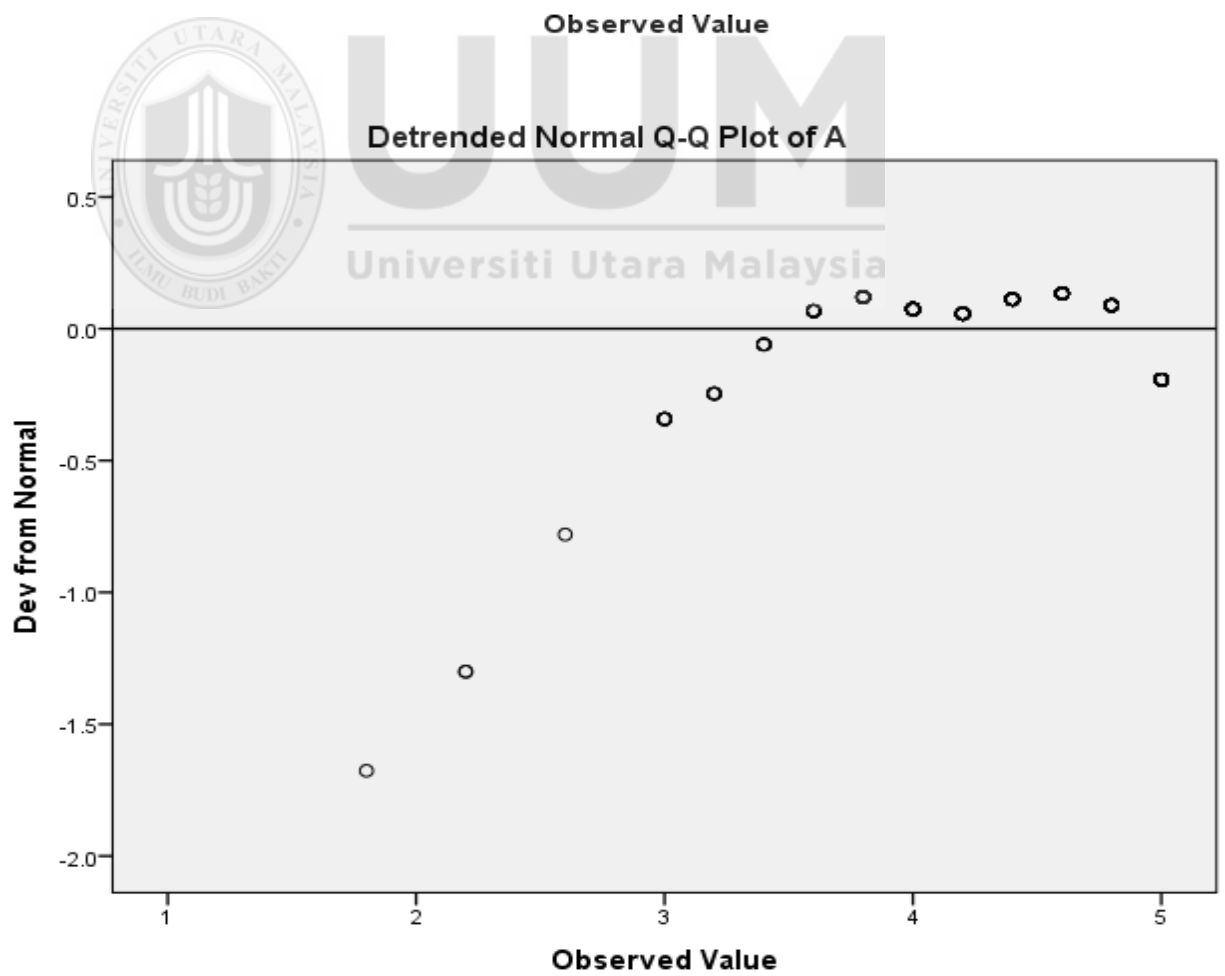
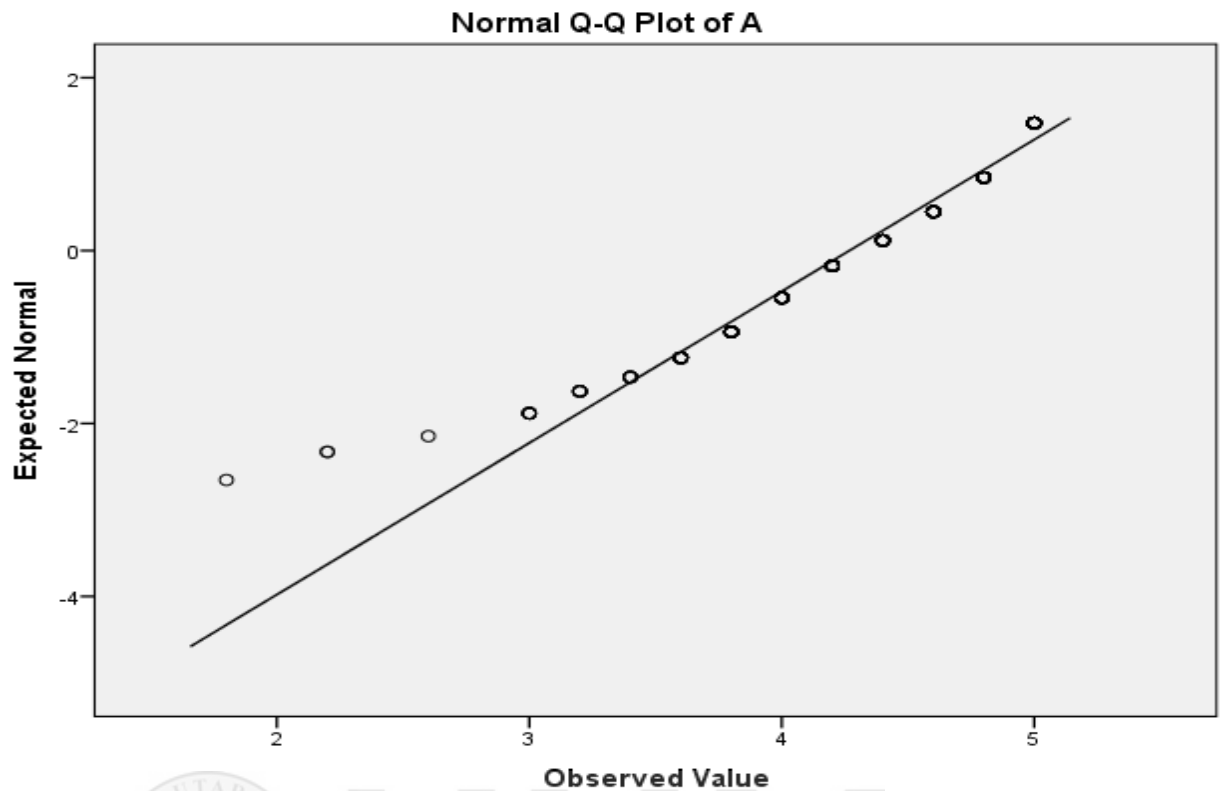
Descriptives

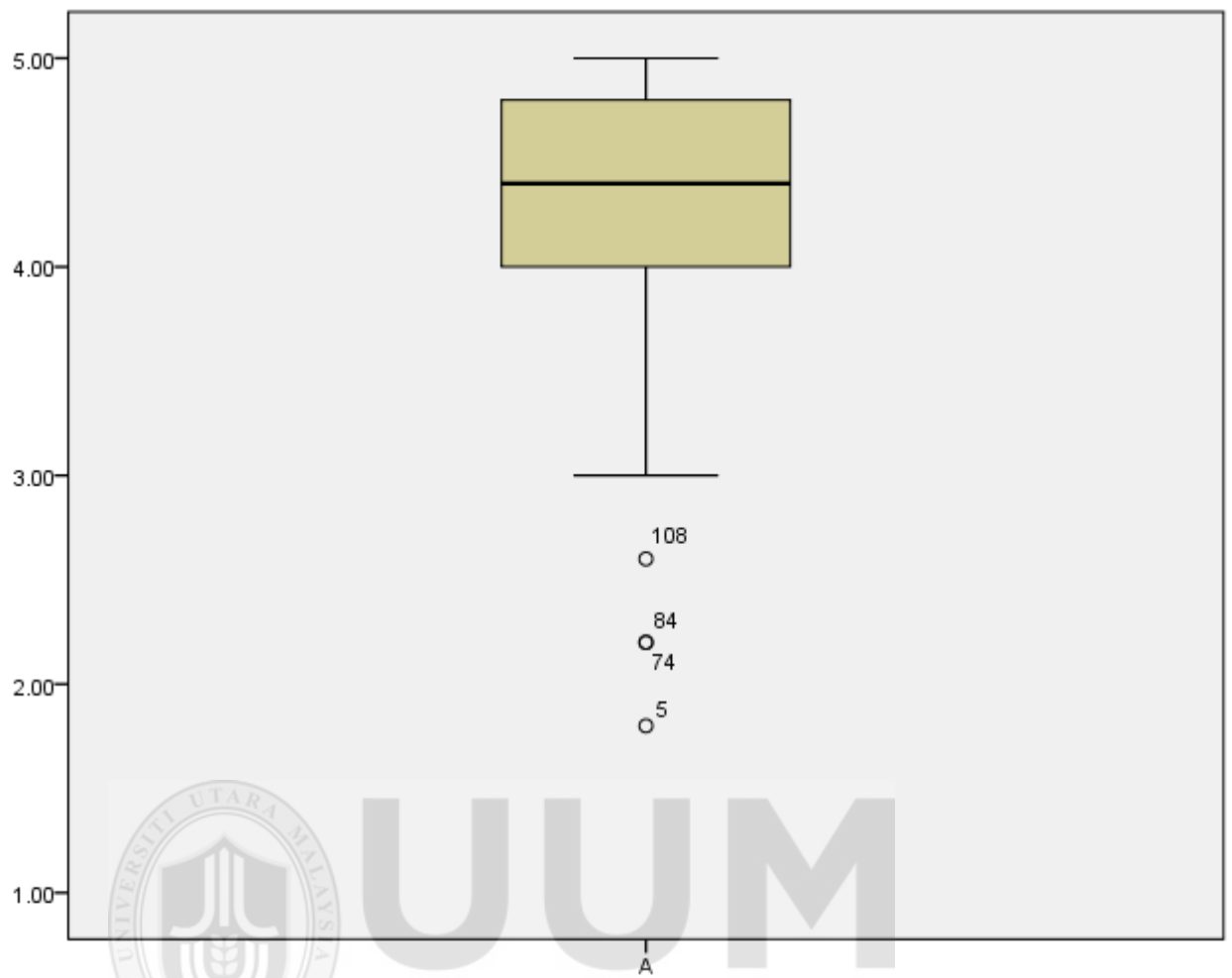
		Statistic	Std. Error
A	Mean	4.2680	.03605
	95% Confidence Interval for Mean	Lower Bound 4.1970	
		Upper Bound 4.3390	
	5% Trimmed Mean	4.3098	
	Median	4.4000	
	Variance	.325	
	Std. Deviation	.56994	
	Minimum	1.80	
	Maximum	5.00	
	Range	3.20	
	Interquartile Range	.80	
	Skewness	-1.014	.154
	Kurtosis	1.747	.307

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
A	.112	250	.000	.920	250	.000

a. Lilliefors Significance Correction





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4. Social Influence

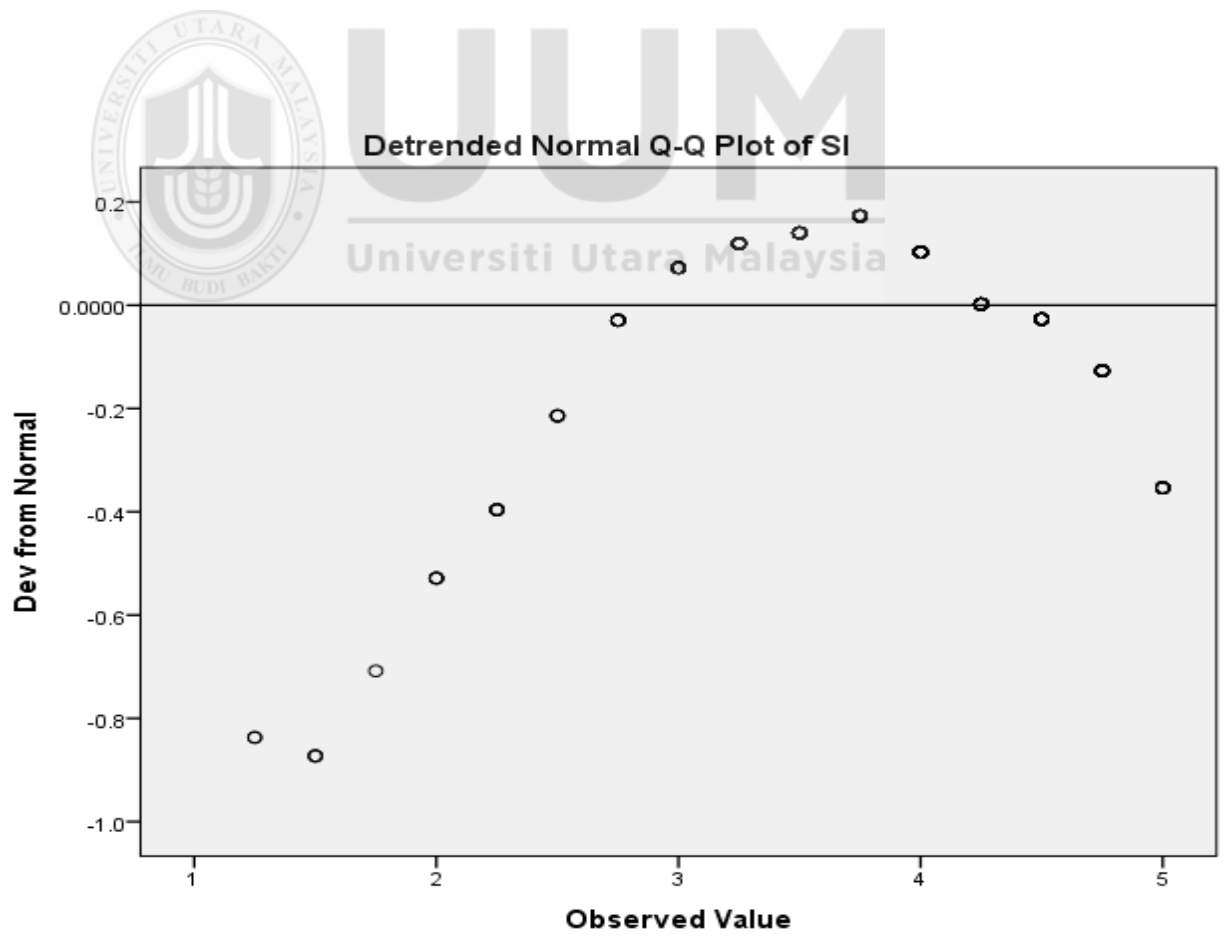
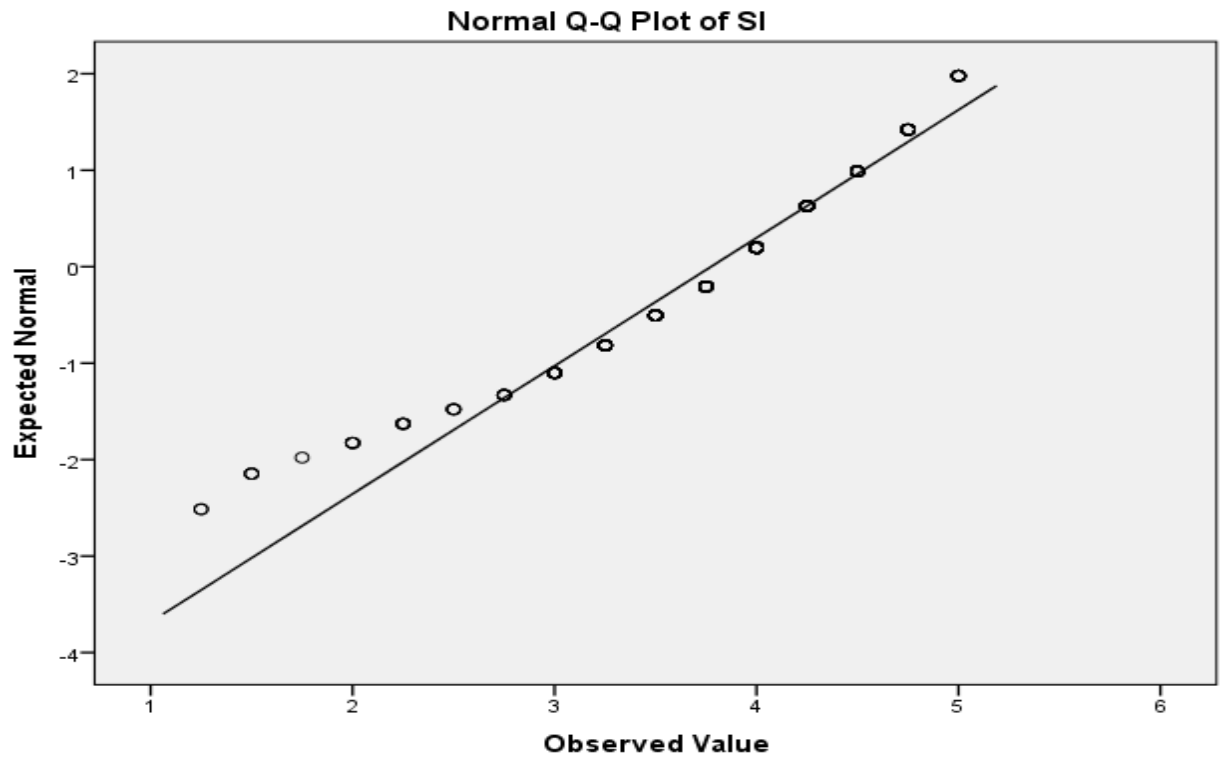
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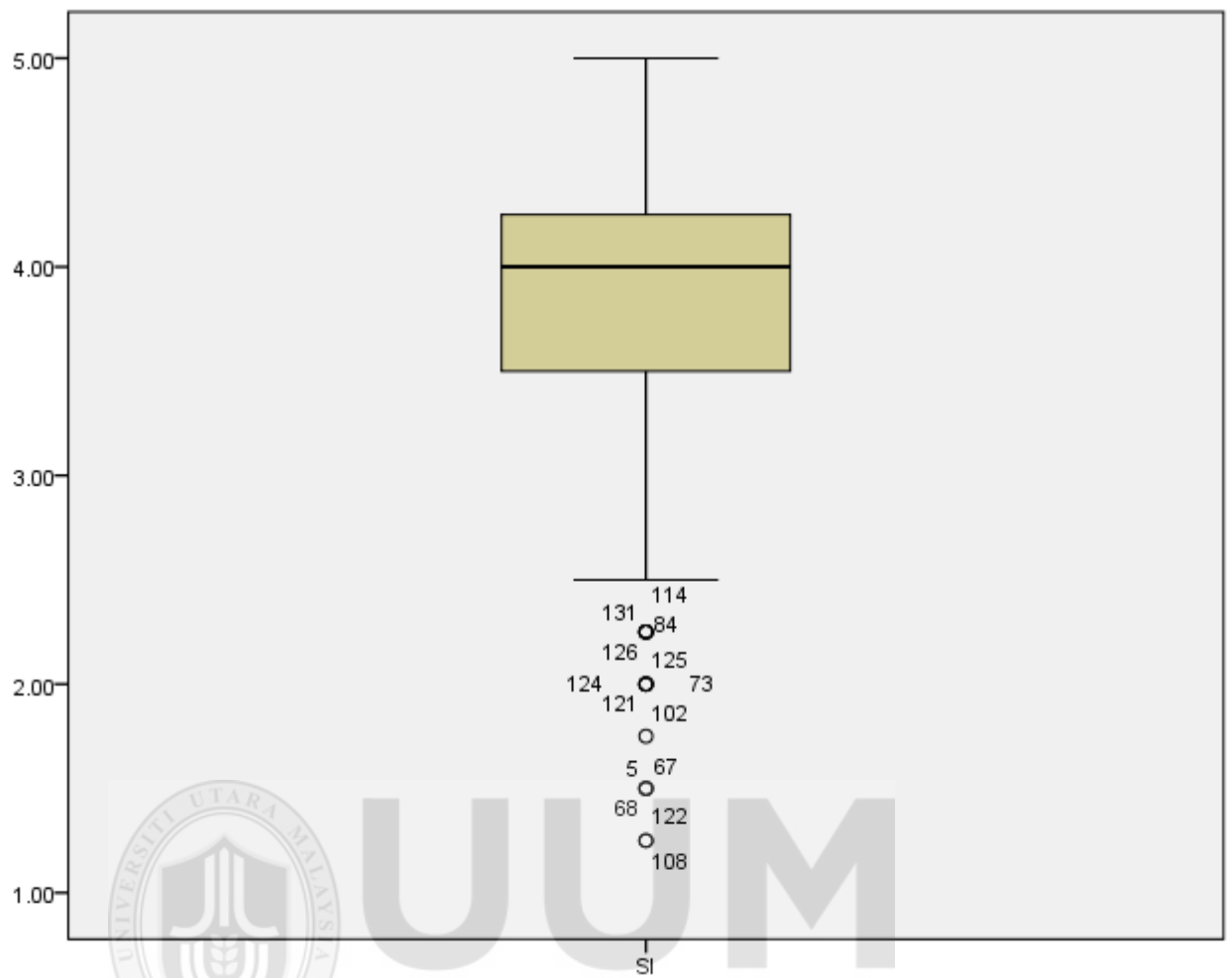
		Statistic	Std. Error
SI	Mean	3.7750	.04766
	95% Confidence Interval for Mean		
	Lower Bound	3.6811	
	Upper Bound	3.8689	
	5% Trimmed Mean	3.8189	
	Median	4.0000	
	Variance	.568	
	Std. Deviation	.75359	
	Minimum	1.25	
	Maximum	5.00	
	Range	3.75	
	Interquartile Range	.81	
	Skewness	-.890	.154
	Kurtosis	1.027	.307

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
SI	.145	250	.000	.940	250	.000

a. Lilliefors Significance Correction





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5. Knowledge

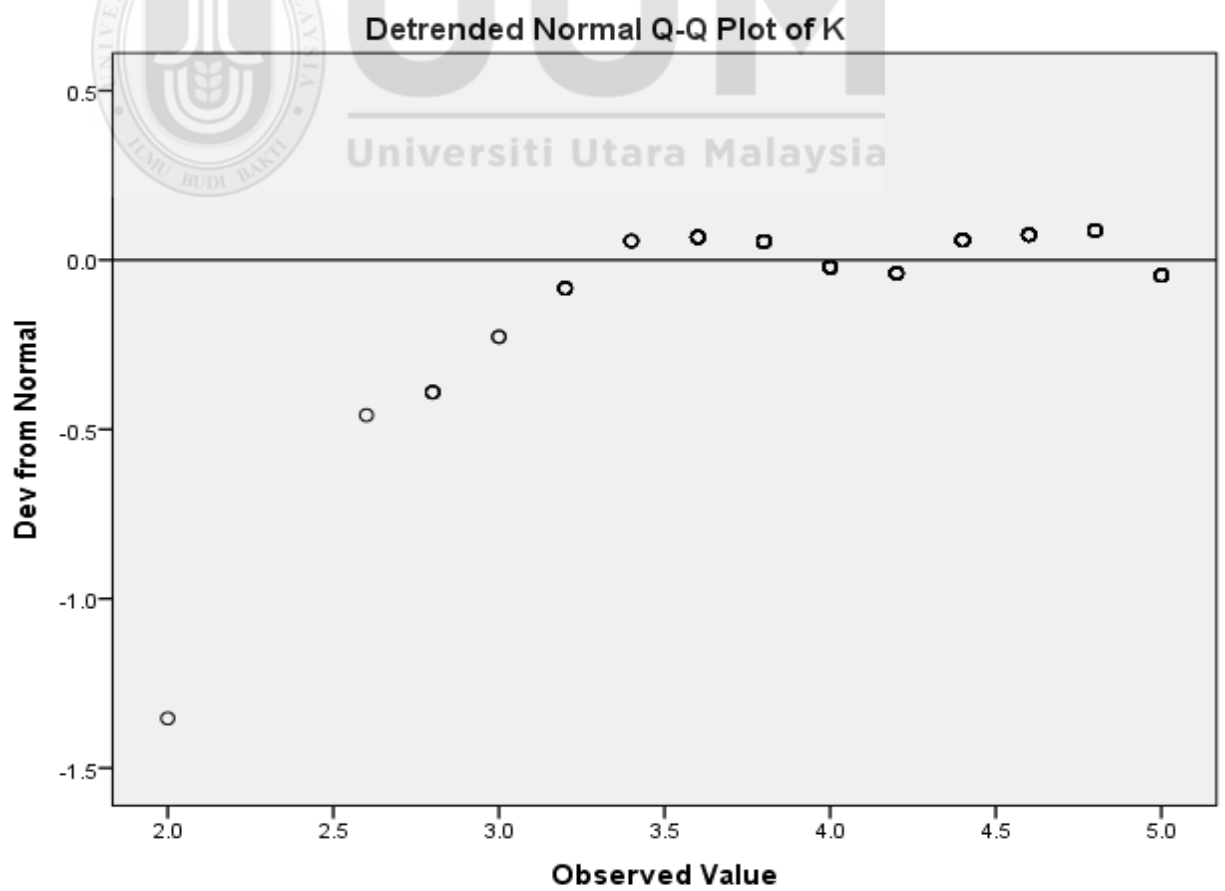
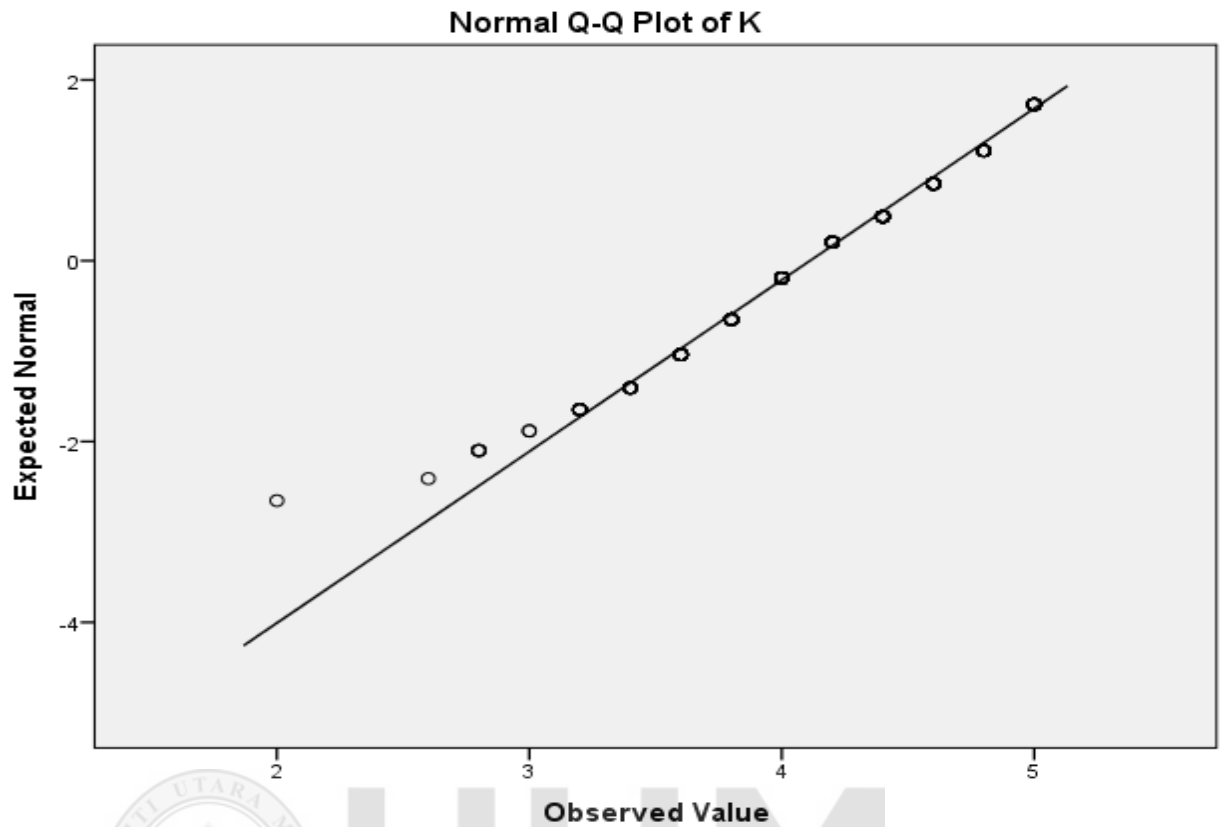
Descriptives

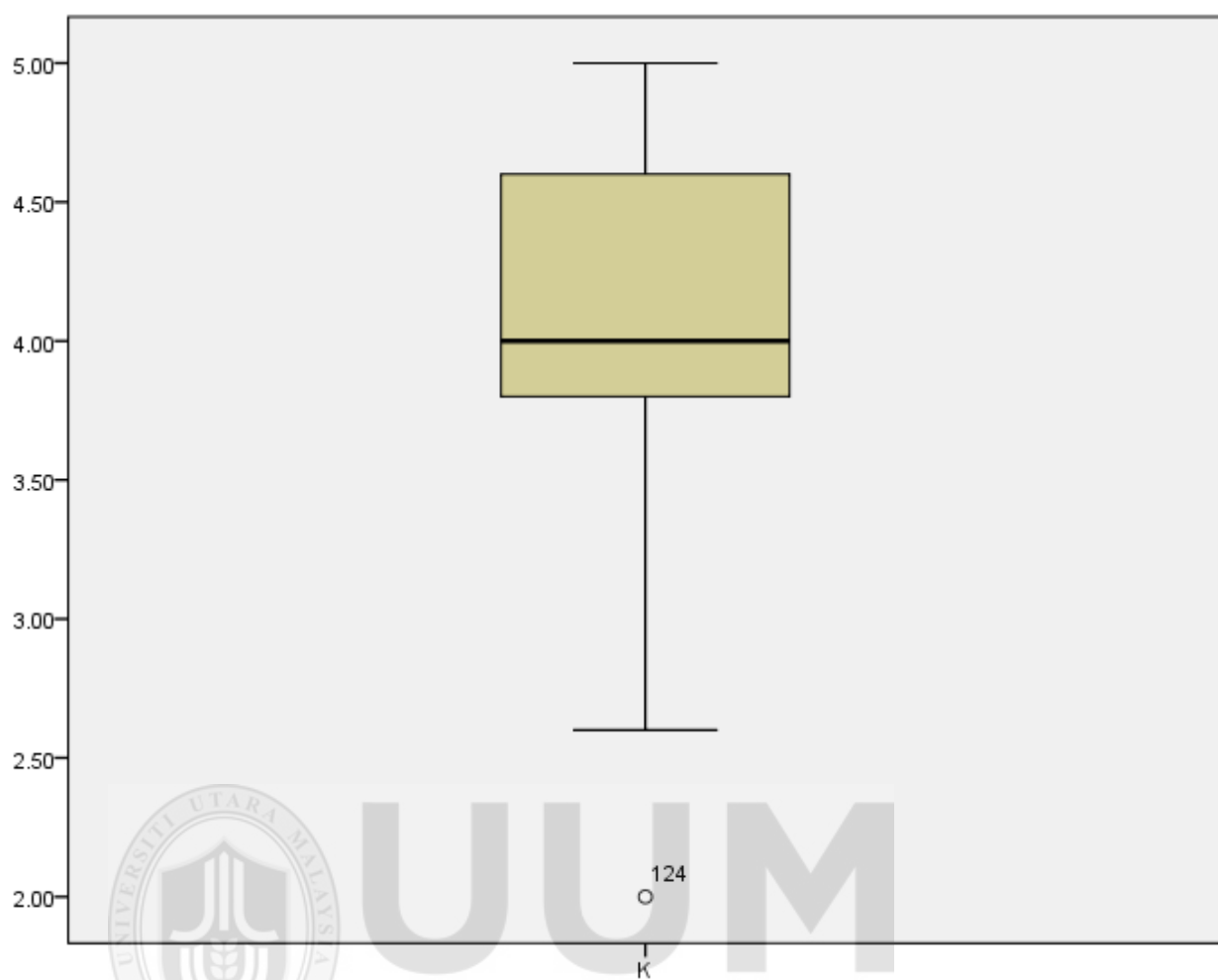
		Statistic	Std. Error
K	Mean	4.1120	.03334
	95% Confidence Interval for Mean	Lower Bound 4.0463	
		Upper Bound 4.1777	
	5% Trimmed Mean	4.1302	
	Median	4.0000	
	Variance	.278	
	Std. Deviation	.52711	
	Minimum	2.00	
	Maximum	5.00	
	Range	3.00	
	Interquartile Range	.80	
	Skewness	-.416	.154
	Kurtosis	.542	.307

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
K	.120	250	.000	.962	250	.000

a. Lilliefors Significance Correction





APPENDIX G

(Test of Differences)

A. Test of Differences between Gender and Muslims Awareness

Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
MA	MALE	145	4.1090	.55125	.04578
	FEMALE	105	4.2171	.57787	.05639

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
MA	Equal variances assumed	.167	.683	-1.501	248	.135	-.10818	.07209	-.25016	.03381
	Equal variances not assumed			-1.489	217.891	.138	-.10818	.07264	-.25134	.03498

B. Test of Differences between Group of Age and Muslims Awareness

Descriptives

MA

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
BELOW 20 YEARS	118	4.1356	.51033	.04698	4.0426	4.2286	2.00	5.00
21-25 YEARS	100	4.1220	.58320	.05832	4.0063	4.2377	2.00	5.00
26-30 YEARS	29	4.4000	.49570	.09205	4.2114	4.5886	3.20	5.00
ABOVE 31 YEARS	3	3.6000	1.63707	.94516	-.4667	7.6667	1.80	5.00
Total	250	4.1544	.56398	.03567	4.0841	4.2247	1.80	5.00

Test of Homogeneity of Variances

MA

Levene Statistic	df1	df2	Sig.
6.546	3	246	.000

ANOVA

MA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.818	3	.939	3.025	.030
Within Groups	76.382	246	.310		
Total	79.200	249			

Multiple Comparisons

Dependent Variable: MA

Tukey HSD

(I) AGE	(J) AGE	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
BELOW 20 YEARS	21-25 YEARS	.01359	.07574	.998	-.1823	.2095
	26-30 YEARS	-.26441	.11549	.103	-.5631	.0343
	ABOVE 31 YEARS	.53559	.32578	.356	-.3071	1.3783
21-25 YEARS	BELOW 20 YEARS	-.01359	.07574	.998	-.2095	.1823
	26-30 YEARS	-.27800	.11752	.087	-.5820	.0260
	ABOVE 31 YEARS	.52200	.32650	.381	-.3226	1.3666
26-30 YEARS	BELOW 20 YEARS	.26441	.11549	.103	-.0343	.5631
	21-25 YEARS	.27800	.11752	.087	-.0260	.5820
	ABOVE 31 YEARS	.80000	.33794	.086	-.0741	1.6741
ABOVE 31 YEARS	BELOW 20 YEARS	-.53559	.32578	.356	-1.3783	.3071
	21-25 YEARS	-.52200	.32650	.381	-1.3666	.3226
	26-30 YEARS	-.80000	.33794	.086	-1.6741	.0741

C. Test of Differences between Education Level and Muslims Awareness

Descriptives

MA

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
FOUNDATION	34	4.0647	.67099	.11507	3.8306	4.2988	1.80	5.00
DIPLOMA	137	4.1650	.53020	.04530	4.0754	4.2545	2.00	5.00
BACHELOR'S DEGREE	79	4.1747	.57501	.06469	4.0459	4.3035	2.80	5.00
Total	250	4.1544	.56398	.03567	4.0841	4.2247	1.80	5.00

Test of Homogeneity of Variances

MA

Levene Statistic	df1	df2	Sig.
.643	2	247	.527

ANOVA

MA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.321	2	.161	.503	.605
Within Groups	78.879	247	.319		
Total	79.200	249			

Multiple Comparisons

Dependent Variable: MA

Tukey HSD

(I) EDU.LEVEL	(J) EDU.LEVEL	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
FOUNDATION	DIPLOMA	-.10026	.10828	.624	-.3556	.1550
	BACHELOR'S DEGREE	-.10998	.11591	.610	-.3833	.1633
DIPLOMA	FOUNDATION	.10026	.10828	.624	-.1550	.3556
	BACHELOR'S DEGREE	-.00972	.07983	.992	-.1980	.1785
BACHELOR'S DEGREE	FOUNDATION	.10998	.11591	.610	-.1633	.3833
	DIPLOMA	.00972	.07983	.992	-.1785	.1980

D. Test of Differences between Marital Status and Muslims Awareness

Group Statistics

	STATUS	N	Mean	Std. Deviation	Std. Error Mean
MA	SINGLE	246	4.1528	.56544	.03605
	MARRIED	4	4.2500	.52599	.26300

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
MA	Equal variances assumed	.082	.775	-.341	248	.733	-.09715	.28478	-.65805	.46374
	Equal variances not assumed			-.366	3.114	.738	-.09715	.26546	-.92475	.73044

E. Test of Differences between Family Income Level and Muslims Awareness

Descriptives

MA

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
BELOW RM2000	123	4.2033	.52478	.04732	4.1096	4.2969	2.20	5.00
RM2001-RM3000	56	4.1714	.44710	.05975	4.0517	4.2912	3.00	5.00
RM3001-RM4000	35	4.0400	.59567	.10069	3.8354	4.2446	2.80	5.00
RM4001-RM5000	29	4.1586	.74139	.13767	3.8766	4.4406	1.80	5.00
ABOVE RM5001	7	3.7143	.91548	.34602	2.8676	4.5610	2.00	4.60
Total	250	4.1544	.56398	.03567	4.0841	4.2247	1.80	5.00

Test of Homogeneity of Variances

MA

Levene Statistic	df1	df2	Sig.
2.299	4	245	.060

ANOVA

MA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.124	4	.531	1.688	.153
Within Groups	77.076	245	.315		
Total	79.200	249			

Multiple Comparisons

Dependent Variable: MA

Tukey HSD

(I) FAM.INC.LEVEL	(J) FAM.INC.LEVEL	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
BELOW RM2000	RM2001-RM3000	.03182	.09042	.997	-.2167	.2803
	RM3001-RM4000	.16325	.10745	.551	-.1321	.4586
	RM4001-RM5000	.04463	.11578	.995	-.2736	.3628
	ABOVE RM5001	.48897	.21794	.167	-.1100	1.0879
RM2001-RM3000	BELOW RM2000	-.03182	.09042	.997	-.2803	.2167
	RM3001-RM4000	.13143	.12086	.813	-.2007	.4636
	RM4001-RM5000	.01281	.12832	1.000	-.3398	.3655
	ABOVE RM5001	.45714	.22486	.253	-.1608	1.0751
RM3001-RM4000	BELOW RM2000	-.16325	.10745	.551	-.4586	.1321
	RM2001-RM3000	-.13143	.12086	.813	-.4636	.2007
	RM4001-RM5000	-.11862	.14084	.917	-.5057	.2684
	ABOVE RM5001	.32571	.23223	.627	-.3125	.9639
RM4001-RM5000	BELOW RM2000	-.04463	.11578	.995	-.3628	.2736
	RM2001-RM3000	-.01281	.12832	1.000	-.3655	.3398
	RM3001-RM4000	.11862	.14084	.917	-.2684	.5057
	ABOVE RM5001	.44433	.23620	.330	-.2048	1.0935
ABOVE RM5001	BELOW RM2000	-.48897	.21794	.167	-1.0879	.1100
	RM2001-RM3000	-.45714	.22486	.253	-1.0751	.1608
	RM3001-RM4000	-.32571	.23223	.627	-.9639	.3125
	RM4001-RM5000	-.44433	.23620	.330	-1.0935	.2048

APPENDIX H



Correlations

		MA	R	A	SI	K
MA	Pearson Correlation	1	.375**	.556**	.227**	.250**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	250	250	250	250	250
R	Pearson Correlation	.375**	1	.505**	.261**	.481**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	250	250	250	250	250
A	Pearson Correlation	.556**	.505**	1	.353**	.391**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	250	250	250	250	250
SI	Pearson Correlation	.227**	.261**	.353**	1	.280**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	250	250	250	250	250
K	Pearson Correlation	.250**	.481**	.391**	.280**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	250	250	250	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

APPENDIX I

(Multiple Regression)



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Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	K, SI, A, R ^b	.	Enter

a. Dependent Variable: MA

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.568 ^a	.322	.311	.46812

a. Predictors: (Constant), K, SI, A, R

b. Dependent Variable: MA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.512	4	6.378	29.105	.000 ^b
	Residual	53.688	245	.219		
	Total	79.200	249			

a. Dependent Variable: MA

b. Predictors: (Constant), K, SI, A, R

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.459	.299		4.878	.000	.870	2.048					
R	.146	.075	.127	1.949	.052	-.002	.294	.375	.124	.103	.649	1.541
A	.482	.063	.487	7.606	.000	.357	.606	.556	.437	.400	.676	1.480
SI	.018	.043	.024	.426	.670	-.066	.102	.227	.027	.022	.850	1.177
K	-.009	.066	-.008	-.133	.895	-.139	.121	.250	-.008	-.007	.725	1.378

a. Dependent Variable: MA

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	R	A	SI	K
1	1	4.949	1.000	.00	.00	.00	.00	.00
	2	.026	13.668	.02	.02	.01	.97	.03
	3	.010	22.009	.01	.00	.66	.01	.46
	4	.008	25.190	.69	.03	.19	.00	.46
	5	.007	27.376	.28	.95	.14	.01	.05

a. Dependent Variable: MA

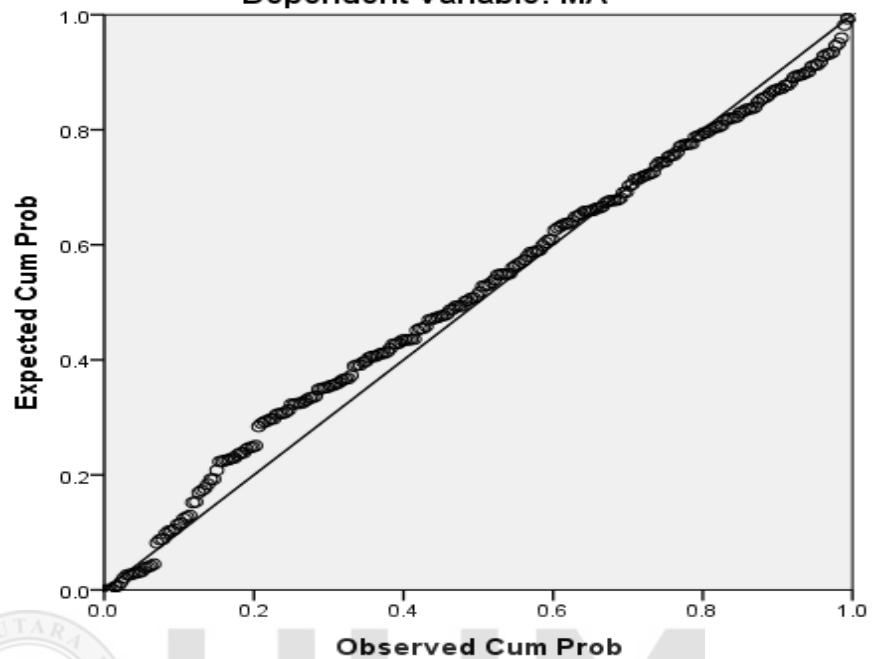
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.7077	4.6448	4.1544	.32009	250
Std. Predicted Value	-4.520	1.532	.000	1.000	250
Standard Error of Predicted Value	.033	.158	.063	.021	250
Adjusted Predicted Value	2.8243	4.6806	4.1551	.31727	250
Residual	-2.43357	1.27617	.00000	.46434	250
Std. Residual	-5.199	2.726	.000	.992	250
Stud. Residual	-5.260	2.758	-.001	1.004	250
Deleted Residual	-2.49114	1.30662	-.00075	.47560	250
Stud. Deleted Residual	-5.573	2.797	-.003	1.016	250
Mahal. Distance	.204	27.359	3.984	4.037	250
Cook's Distance	.000	.154	.005	.016	250
Centered Leverage Value	.001	.110	.016	.016	250

a. Dependent Variable: MA

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: MA



Scatterplot

Dependent Variable: MA

